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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION UNITED STATES DEPARTMENT OF AGRICULTURE

September 13, 1946

No. 180

PROGRAM FOR OUTLOOK CONFERENCE. . . . The program for the Outlook Conference, October 7 to 12 is in the last stages of preparation and will be released soon. The main items on the agenda are the INTERNATIONAL SITUATION, the DOMESTIC SITUATION, the AGRICULTURAL SITUATION, BROADENING THE MARKET FOR FARM PRODUCTS, the OUTLOOK FOR NUTRITION, and GOALS, PRICE SUPPORTS, AND THE OUTLOOK. The annual Outlook Dinner will be at 6:30 p.m. October 9, in the Department's Cafeteria. There will be an address by Edwin G. Nourse, Chairman of the Council of Economic Advisers.

Secretary Anderson will open the Conference with a brief talk Monday at 9:45 a.m. The International Situation will be the theme for the remainder of the morning. International Finance will be discussed by Eugene Meyer, Pres. International Bank for Reconstruction and Development, and the World Situation for Food and Agriculture by Sir John Orr, Director General of FAO. Different phases of the Domestic Situation will be discussed the afternoon of Oct. 7 by Marriner S. Eccles, Chairman of the Board of Governors, Federal Reserve System; M. Jos. Meehan, Ass't Director, Office of Business Economics, Dept. of Commerce; and O. C. Stine, Ass't Chief of BAE.

The Agricultural Situation will be covered Oct. 8 by USDA speakers--Agriculture's Balance Sheet, by N. J. Wall of BAE; Farm Family Living by Margaret G. Reid, BHN&HE; and Wylie D. Goodsell of BAE. Broadening the Market for Farm Products will be the subject for the afternoon of Oct. 8 with talks by F. L. Thomsen of BAE, L. B. Howard, Chief of BAIC, and L. A. Wheeler, Director of OFAR.

The Outlook for Nutrition will be discussed Oct. 9 by Hazel K. Stiebeling, Chief of BHN&HE, Robt. H. Shields, PMA Administrator, and Mary A. Rokahr of Extension Service. At 11:15 a.m. work and discussion will begin on the last main division on the Conference agenda--Goals, Price Supports and the Outlook. The Relation of Outlook to the Programs of the Department will be discussed by Robt. H. Shields, PMA Administrator, H. B. Boyd, PMA Director of Price; Sherman E. Johnson, Ass't Chief of BAE; and Dave Davidson, Director, Field Service Branch, PMA.

The afternoon of October 9 discussions of the Outlook for production goals, and price supports affecting specific commodity groups will begin. These discussions will continue until Friday when the attention of the Conference will be directed to ways and means of getting Outlook information to farm people and to a summary of the Conference.

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EXTRA, SPECIAL, RADIO RELEASE. . . . Beginning October 5, the National Farm and Home Hour program will be heard on the entire NBC network of 157 stations. The sponsor of this program, with the cooperation of NBC, thus initiates what is probably the first agricultural program featuring USDA news, information, and people, and serving rural America, released on an entire network. Secretary Anderson will participate, probably by a pickup from Albuquerque, in the October 5 program celebrating the first anniversary of the new National Farm and Home Hour and its expansion to all NBC stations.

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SOME USDA RELEASES Pepper import licenses granted on removal of price ceilings Aug. 26--1950; Beekkeeping is public service (from USDA Clipseet)--1937;
Restrictions against use of millfeeds disc.--1958;
New importers may get confectionery licenses--1954;
Flaxseed ceiling prices to be increased--1963;
Sugar import restrictions still in force USDA warns (under WFO-63)--1967;
The cotton situation summarized from the BAE report--1961;
USDA withdraws unlimited wheat purchase offer--1971;
Fall gardens, food storage recommended in National Garden Program--1972;
Ceiling price of rice to be increased--1974;
Flaxseed goal for 1947 announced--1978;
1947 potato goals announced--1977;
I.E.F.C. recommended allocation of tea--1982;
U.S. and Mexican officials seek solution to livestock quarantine problem--1976;
USDA extends payment, filing periods under packinghouse wage adjustment program--1986;
History of American agriculture comes to Alabama State Fair (A Dept. exhibit)--1989;
Mississippi-Alabama Fair gets USDA dairy and poultry exhibits--1988;
Summary of Sept. 1 Report of BAE's Crop Reporting Board--1993;
The Fruit situation, summary of BAE report--1994;
U.S. tariffs and quotas on farm products listed--1997;
Edw. F. Knipling named Chief of BE&PQ Division--1996;
USDA discontinues procurement of meats for exports--2002;
Use of grain and grain products in mixed feed put on quarterly basis--2006;
Increase in support prices of 1946 crop sweetpotatoes--2011;
1946 potato loan program announced--2016;
USDA announces new sugarcane variety--2017.

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OTHER RELEASES OF AGRICULTURAL SIGNIFICANCE Producer ceilings for gum turpentine estab. at \$1.05 a gallon in bulk at direction of Secretary of Agriculture--OPA-6777; Price De-control Board announces brief set of rules to expedite handling of decontrol petitions appealed from adverse rulings of OPA or USDA--PDB-13; New retail ceilings for many cuts of meat announced--amounting to an over-all average increase of about 3-3/4 cents a pound over June 30 ceilings--OPA-6782; Maximum prices on flaxseed established at increase of 65 cents a bu. over 6/30/46 ceilings--OPA-T-4993; New maximum f.o.b. prices for processed dry edible beans which exceed Mar. '46 price \$1.00 to \$1.50 a hundred pounds will increase retail prices about 3 cents a pound--OPA-6785; Provisions of a general permit modifying car-load frt. requirements on shipments of new fresh harvested Irish potatoes and certified seed potatoes are revised--ODT-1087; Interim flour ceiling price increase of 20 cents per hundred lbs. will result in 1 to 2 cent per 5-lb.-package increase to retailers--OPA-6794.

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GARDEN COMMITTEES TO MEET The National Garden Advisory Committee and the Department's garden committee will meet in Washington September 16 and 17. Among other things, the group will discuss plans for the National Garden Conference this fall and will probably set a date for it. "Better than ever" gardens this year is the news from most sections of the country. This improvement is attributed, not so much to favorable growing conditions, as to the skill of gardeners gained from three or four years of victory gardening. To continue the good work, Secretary Anderson has asked that we have a national garden program again in 1947.

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1947 FLAXSEED, POTATO GOALS A tentative national flaxseed goal of 4 million acres in the next crop year, announced Sept. 9, compares with the 2.5 million-acres estimate for the 1946 harvest. The support price will be \$4.00 per bushel Minneapolis basis for No. 1 seed. The big increase in acreage called for is based on prospective heavy industrial demand for linseed oil in 1947-48. Suggested 1947 goals for the winter planting States are Arizona, 25,000 acres; Calif., 160,000 acres, and Texas, 120,000 acres.

The national potato goal for 1947 calls for a reduction. The 373,000,000-bushel goal is 72,000,000 below the estimated 1946 production and 5,000,000 less than the 1946 goal. By acres the national goal is 2,631,000--283,000 of which is for the early commercial crop.

Potato acreage goals will be set for individual farms this year. Only farmers who plant within their acreage goals will be eligible for price support under the Department's 1947 price-support program which will be announced later. This is the first time farm acreage goals will be established in connection with the program for "Steagall" commodities. Under the Steagall amendment prices to producers are supported for at least two years after the war emergency on farm commodities for which increased production was requested during the war.

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PRICE CONTROL AND THE FARMER A joint OPA and USDA fact sheet is being distributed on price control as it affects the farmer. It contains a brief summary of the Price Control Extension Act of 1946, describes the farmer's stake in price control as a consumer and as a producer, and gives the Sept. 1 list of agricultural commodities in short supply.

OPA is distributing the fact sheet widely in rural areas; PMA, Extension Service, and other USDA agencies are also distributing it where the information will reach the farmer. The sheet will go to farm paper editors, radio farm directors, and various groups interested in price control from the farmer's viewpoint.

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STORING HOME CROPS is the title of a fact sheet being distributed by OI. The aim is to encourage storing all possible home grown foods that are not canned or otherwise preserved. It summarizes in three pages the what, where and how of storing foods and lists various Department bulletins and movies for further information. Ask OI for copies.

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RADIO PROGRAMS, SEPT. 21. . . . NATIONAL FARM AND HOME HOUR, NBC, 12:00 m., EST, "Department of Agriculture Headlines."

CONSUMER TIME, NBC, 11:15 a.m., EST, "Consumer Time Enters the Diplomatic Circle." Special guests on the program will be Senora Guillermo de Belt, wife of the Cuban Ambassador; Mme. Henri Bonnet, wife of the French Ambassador; and Mrs. M.O.A. Baig, wife of the First Secretary of the Indian Agency General. This program celebrates United Nations week, beginning October 23. It is based on the theme that food is a common denominator. . . if you know what other people are eating, you'll know them better.

AMERICAN FARMER, ABC, 11:30 a.m., EST, the "Business Side of Farming."

SEPT. 1 CROP REPORT. . . . September 1 estimates for total crop production were down only 1 percent from Aug. 1 in spite of adverse growing conditions in important areas during August. The estimated volume of 1946 crops is still 2 percent above the previous peak reached in 1942 and 26 percent larger than the 1923-32 average.

The largest wheat crop in history is practically harvested. Corn figures dropped 125 million bushels from Aug. 1 in the Sept. 1 crop report but they are still higher than for any other year. Adverse weather in the corn belt and the Great Plains during August accounts for this drop. Estimates for soybeans, sorghums, cotton, and peanuts were also revised downward. Among those showing gains were tobacco and rice in southern areas and small grains, flaxseed and potatoes in northern areas. Pears were added to the list of record crops. Other details of the Sept. 1 BAE Crop Report are contained in press release 1993.

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HARVESTING THE BIG HARVEST. . . . The last big "push" is on to recruit farm labor for the record 1946 harvest. There will be need for emergency help in 44 or 45 States at various times through December. So far there has been little difficulty in getting needed workers because growers are paying more for work by the hour and by the piece. Cotton, fruits, vegetables--especially potatoes and sugar beets--nuts, and rice are some of the principal crops for which emergency workers will be needed.

The second and last supplement to the basic farm labor fact sheet is scheduled for distribution next week. It will list the States where extra workers will be needed, the important crops to be harvested in each State, information about wages, and other pertinent facts. Copies will be available in the Office of Information.

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RADIO WORKSHOPS. . . . Extension Radio Workshops conducted by Joe Tonkin of USDA's Radio Service scheduled in October are:

October 10 and 11 at Nashville, Tenn., and the following in Illinois--
Oct. 16, 17, 18, 21, University of Illinois at Urbana;
Oct. 22 at Herrin, the 23d at Quincy, the 24th at Joliet, and the 25th at the University of Illinois.

Those interested in the Tennessee workshop may contact Sam Carson, Ass't Extension Editor, Nashville; for information about the Illinois workshops, write Robt. S. Beeler, Ass't Extension Editor, University of Illinois, Urbana.

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HUGH BENNETT DAY. . . . "Soil Conservation--A Dream Coming True," is good reading for those interested in the history, progress, and status of soil conservation in this country. This is an address given by the honoree of Hugh Bennett Day at Wadesboro, N. C. Sept. 9. The day was proclaimed for the entire State by its Governor in honor of a favorite son, the Chief of USDA's Soil Conservation Service. The 11-page address is contained in press release 1915.

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THE CASE FOR THE PHYSICALLY HANDICAPPED is well stated in a 2-page information sheet prepared by the Office of Information this week from materials furnished by the Retraining and Reemployment Administration. That agency is launching a program to promote employment of the physically handicapped and is calling on USDA to help get information on the subject to agricultural employers. All Information heads of the Department have been asked to assist in the program and especially in the observance of National Employ the Handicapped Week beginning October 6.

Some facts about the physically handicapped discovered by employers during the war, when employment of such workers increased more than 1,000 percent, are a challenge to the able-bodied. Employers found that they stay on the job more closely, have fewer accidents, and often do more and better work than those without physical handicaps.

Notification copies of the OI fact sheet, "Employment of Physically Handicapped Workers," dated September 10 have been sent out. Copies are now available in OI for miscellaneous requests.

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EAT MORE SWEETPOTATOES says PMA and BHN & HE in a fact sheet scheduled for distribution next week. PMA folk are concerned that best use is made of the bumper 1946 crop of sweetpotatoes and that all sections of the country benefit by it! Why should Southerners continue to outrank in sweetpotato enjoyment they say? BHN & HE would say to all that sweetpotatoes have high nutritive value and that they can satisfy the "sweet tooth" while sugar is scarce. Some especially good recipes are offered in the fact sheet designed to convert any possible sweetpotato skeptic. Office of Information will have copies of the fact sheet for miscellaneous requests.

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THE FARM SCRAP DRIVE. . . . The Department is cooperating in the government's steel scrap collection campaign. As one means to this end PMA is preparing a fact sheet on the subject telling how farmers can help while insuring more farm machinery and other products for themselves. Multilithed copies of the fact sheet may be obtained from the Office of Information.

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RECENT USDA PUBLICATIONS. . . . Workers in Subjects Pertaining to Agriculture in Land-Grant Colleges and Experiment Stations, 1945-46, Misc. Pub. No. 603, 164 p.; Farmers' Bulletins Nos. 1951-1975, with contents, 11 p.; Dairy and Poultry Market Statistics, 1945, CS-18 Annual Summary of Market Statistics Collected and Compiled by Dairy and Poultry Market News Division, 70 p.

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AIDS FOR NAT'L FIRE PREVENTION WEEK. . . . Three separate information aids to support National Fire Prevention Week Oct. 6-12 are being distributed. They are a fact sheet, a check sheet, and a memorandum containing a message by Secretary Anderson and the President's proclamation of National Fire Prevention Week. Copies may be obtained from the Office of Information.

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